

NEW PRODUCT LAUNCH

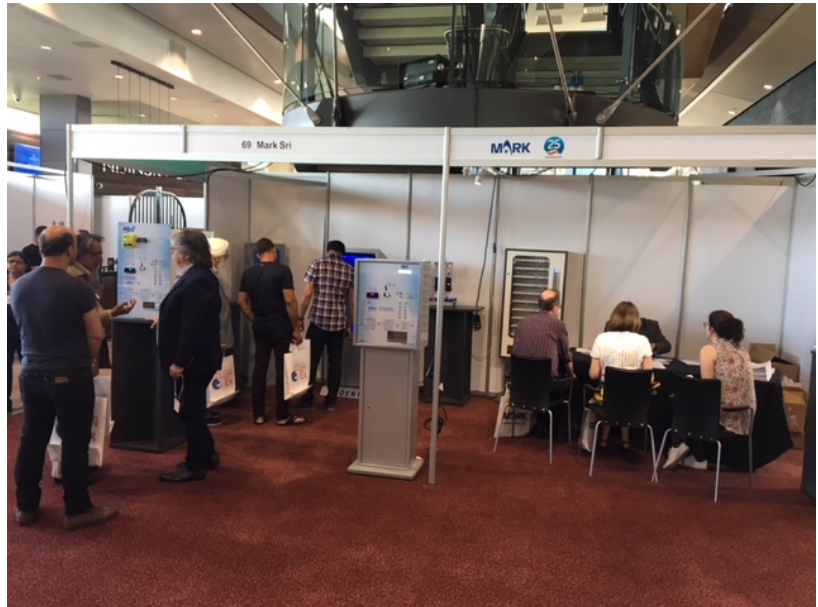


MARK is an Italian manufacturer of central payment and start terminals for self service laundries and car wash. With 25 years experience, own electronics and a unique value proposition it launched in April 2018 at CleanEx its product range.

Challenges and achievements

UK is a mature market but simplistic, low tech and somehow price sensitive due to the less efficient solutions previously offered. However it is one of the European markets with higher service costs at a laundry for the end user. The challenges were:

1. Get the right product spec for the market
2. Involve customers in NPD
3. Get the right market partner
4. Propose the right commercial strategy including leasing and "buy back"
5. Launch on the only industry event taking place every two years
6. Prepare communication strategy
7. Disrupt market with remote operation functionality



Taking place every two years it is the only laundry show in UK and in 2018 it benefited from a large increase in exhibitors compared to 2016 which was the second year the show was taking place.

MARK ITALY was an exhibitor in all three events: 2014, 2016 and 2018. The first event was to grasp the market, in 2016 was to engage with customers and get their involvement and in 2018 was to launch the new product developed in conjunction with customers and present its market partner that will be offering support, training, warranty and service.

EWExport supported the entire process following a principle we strongly believe in: "we seek products for the clients" rather than seeking "clients for the products". This means that the companies we engage with are customer centric and any development is always with the clients taking part in the process.

